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More Kudos for Chiropractic in Prevention Magazine

By Editorial Staff

With an estimated 12 million readers, *Prevention* magazine touts itself as "American's leading health and fitness magazine." In the June issue of the monthly publication, 12 million potential patients can read about how chiropractic resolved one woman's chronic back pain, quickly and effectively.

The article, "Fast Back Pain Relief - Avoid Drugs and Surgery: Call a Chiropractor,"¹ recounts Susan Gould's struggle to recover from a long-standing back injury.

"Nothing - not rest, physical therapy, or medication - could heal my 3-year-old back injury," Susan explained. "With all other options exhausted, my doctors recommended surgery. But a friend suggested chiropractic."

At her first visit, the chiropractor explained that healthy spines have flexible spaces between the vertebrae. According to Susan, "a thorough physical exam revealed that my injured disks had jammed together tightly, causing misalignment, nerve dysfunction, and pain."

Susan recalled how the DC "worked down my spine ... applying gentle pressure to release each joint - pop! Initially, I was a little tense, but it didn't hurt."

Not only didn't it hurt, it worked wonders for her chronic back pain. "After just three visits, I was sleeping through the night for the first time in 3 years!" said Susan. "Within 3 weeks, I tossed my prescription pain meds. Now, 4 months later, I don't even need ibuprofen."

The article concludes with an editor's note suggesting that readers contact the American Chiropractic Association (ACA) for help finding chiropractors in their area. In fact, the ACA and other chiropractic organizations have maintained a positive relationship with *Prevention* magazine for several years.²⁻⁵

The April 1998 issue of *Prevention* featured a four-page insert on "Whole Body Healing." Purchased by the Alliance for Chiropractic Progress (a public-relations partnership of the ACA, the International Chiropractors Association and Association of Chiropractic Colleges) as part of its 1998 chiropractic advertising campaign, the insert featured information about chiropractic and quotes from then-ICA President Robert Braile, DC, and then-ACA president Michael Pedigo, DC. The April issue also included an article titled "Looking for Dr. Natural" that listed both the ACA and ICA as referral sources.

In May 1998, *Prevention* hosted a gala dinner recognizing the role of chiropractic in American health care. Co-sponsored by the Alliance, the dinner honored six "Community Health Service Award" winners; *Prevention* featured the DCs in six different vignettes in subsequent editions of the magazine. Later that year, Dr. Carl Cleveland III, national spokesperson for the Alliance and president of the Cleveland Chiropractic College system, was named a "chiropractic editorial consultant" by *Prevention*.

So, what's the bottom line? When it comes to positive media coverage of the profession, an ounce of *Prevention* is worth a pound of chiropractic exposure!

Prevention's customer service phone number is 610-967-8038.

References

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3. *Prevention* magazine and chiropractic: February issue opens door to new opportunities. *Dynamic Chiropractic*, Feb. 9, 1998: www.chiroweb.com/archives/16/04/20.html.
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